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fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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february

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march

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35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, NOVEMBER 6, 1953

Friday Nov. 6 9:30 A.M.- 12:00 Noon	OPEN HOUSE SHOWING OF MEXICAN FASHIONS	LILA BATH	ORSINI RESTAURANT 43 WEST 56TH STREET
	Informal modeling of a collection of Mexican playclothes, sportswear and accessories by Lila Bath of Mexico City for press and buyers. By invitation. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.		
Friday Nov. 6 10:30 A.M.	PREVIEW OF SPRING COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Preview of Abe Schrader's Spring collection. For press and resident buyers, by invitation only. Trade showings, beginning Tuesday, Nov. 10, at 11:30 A.M. and 3:30 P.M. Contact: Betty Yarmon, at Abe Schrader, LO.4-9194.		
Friday Nov. 6 12:30 P.M. Luncheon	REPORT ON TRENDS IN FRENCH ACCESSORIES	B. BLUMENTHAL & CO.	HOTEL PIERRE SAPPHIRE & PARISIENNE
	Mr. Paul Hellman, president of B. Blumenthal & Co., will invite the press to a luncheon in honor of M. Francis Winter, president de la Chambre Syndicat des Paruriers' de la Haute Couture. M. Winter will report on the new trends in French accessories. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
Friday Nov. 6 2:00 P.M.	PREVIEW OF SPRING COLLECTION	LEONARD ARKIN & SON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Preview of the Leonard Arkin Spring collection at 2:00 P.M. to press and buyers. By invitation only. Daily trade showings thereafter at 10:30 A.M. and 1:30 P.M. Contact: Andrew Arkin, WI. 7-5324. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.		
Friday Nov. 6 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	"Head-Lines"--informal presentation of hats during Friday cocktail hour. Nov. 6: Laddie Northridge. Nov. 13: Emme. Nov. 20: Peg Fischer. Dec. 4: Vaughan O'Toole. Dec. 11: Herma. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Friday Nov. 6 8:00 P.M. Dinner-Dance	"SOIRÉE À TRIANON"-- VERSAILLES BALL	THE AMERICAN FRIENDS OF VERSAILLES	WALDORF-ASTORIA STARLIGHT ROOM
	The American Friends of Versailles will present a "Soirée à Trianon" to raise funds for the restoration of the Chateau de Versailles. Tickets: $35.00 per person. Contact: Mr. C. C. Philippe at the Waldorf, EL.5-3000.		
Beginning Friday Nov. 6- Nov. 30	SIGNATURE SCARF BY CEIL CHAPMAN	CAROL STANLEY, INC. (H.I.HERZMAN)	10 EAST 38TH STREET MAIN FLOOR
	"Frosted Violets", designed by Ceil Chapman, is the December Signature Original scarf and handkerchief promotion by Carol Stanley, on display through November. Publ.: Jo Kellerman at Carol Stanley, OR. 9-2330.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Nov. 7- Nov. 15	SEMI-ANNUAL COSTUME JEWELRY SHOW	COSTUME JEWELRY MFRS. ASS'N OF N.Y.	HOTEL MARTINQUE B'WAY & 32ND STREET
	Over 60 costume jewelry manufacturers will exhibit at the second semi-annual Costume Jewelry Show and Market Week. Contact: Sidney Greenberg, Exec. Sec., WI. 7-9863.		
Nov. 8- Nov. 15	CALIFORNIA NATIONAL PRESS WEEK IN LOS ANGELES FOR FASHION EDITORS. Publicity: William C. Kent, 740 So. Broadway, Los Angeles 14, Calif.		

WEEK BEGINNING MONDAY, NOVEMBER 9, 1953

Beginning Monday Nov. 9 9:00 A.M.& 3:00 P.M.	PREVIEW OF SPRING FASHIONS	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWROOM-20 FL.
	"Charm" Magazine previews Spring fashions for working women from its February-March "More Power In Your Paycheck" issues. Featured is a promotion and display blueprint. Showings at 9:00 A.M. and 3:00 P.M. for store buyers, merchandise managers, display directors, promotion executives and buying offices. Contact: Charm Promotion Dept., PL. 9-2080.		
Beginning Monday Nov. 9 10:00 A.M.	OPENING: SPRING COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
	Originala will show their entire Spring collection of coats. By appointment. Contact: Louis Mariani at Originala, BR. 9-8988.		
Beginning Monday Nov. 9 10:30 A.M.& 2:00 P.M.	SPRING COAT AND SUIT COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM-14TH FLOOR
	American translations from Spanish, French, Italian and British collections, in addition to the Zelinka-Matlick originals. Publicity: Miss Laurel Cutler at C. J. Herrick, LA. 4-9310.		
Monday Nov. 9 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	ELEANORA GARNETT (47 EAST 51ST STREET)	HOTEL PLAZA TERRACE ROOM
	Eleanora Garnett will present highlights of her Fall collection during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Mme. Garnett's Publicity: Helene Beitner, EL. 5-5275. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Nov. 9 2:30 P.M.	PRESS PREVIEW: KNIT FASHIONS FOR SPRING	ANN FLEISCHER	16 WEST 57TH STREET SALON
	Informal showing for the press of Ann Fleischer's Resort and early Spring hand-woven, knitted, and crocheted costumes. By invitation only. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Beginning Monday 2:30 P.M.	OPENING OF SPRING COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Bender and Hamburger will show their Spring collection of Benham Originals at 2:30 P.M. daily. Publicity: Donna Cannon, 505 5th Ave., MU. 7-5447.		
Monday Nov. 9 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION	HOUSE OF SWANSDOWN AND ESPERANTO	SHERRY NETHERLAND CARNAVAL ROOM
	The House of Swansdown and Esperanto, designed by Hubert de Givenchy, will give a combined press preview of their Spring 1954 collections. Show starts at 4:30 P.M. By invitation only. Publicity: Ruth Hammer, 2 W. 59th St., EL. 5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 9 6:00 P.M.- 7:00 P.M.	MILLINERY FASHIONS AT COCKTAIL SHOWING	BRAAGAARD-ANDRA (558 MADISON AVE.)	HOTEL MADISON CAFE MADISON
	Showing of Braagaard-Andra's millinery fashions during cocktail hour. Publicity: Claire Muller at Hotel Madison, EL. 5-5000.		
Monday Nov. 9 6:30 P.M.- 8:30 P.M.	SIXTH SESSION: FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
	Subject: "Advertising"--Stores, Agency. Speakers: Florence W. Goldin, Grey Adv. Agcy.; Ruth Stein, Bloomingdale's; Alieda Van Wesep, Lord & Taylor. Fee: $2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.		
Beginning Monday Nov. 9	OPENING OF SPRING COLLECTION	BEN GERSHEL & CO., INC.	512 SEVENTH AVENUE SHOWROOM
	Spring coat and suit collection. By appointment. Contact: LA. 4-2544.		
Beginning Monday Nov. 9	OPENING OF SPRING-EASTER COLLECTION	LOUIS LEVINE & SONS	HOTEL NEW YORKER
	Showing of the Le Viné and Fourell Spring-Easter collection of women's and misses' dresses. Contact: Mr. Stuart Levine, LO. 3-1000.		
Nov. 9- Nov. 13	38TH ANNUAL NAT'L HOTEL EXPOSITION AT KINGSBRIDGE ARMORY, 193RD ST., BRONX. Publicity: Smith-Rose & Co., 270 Park Ave., EL. 5-3720.		
Beginning Nov. 9	SPRING MARKET WEEK IN ST. LOUIS BY ST. LOUIS FASHION CREATORS. Contact: Joan Gardner, 915 Olive St., St. Louis 1, Mo.		

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

TUESDAY, NOV. 10		
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7th, WI. 7-4077
International Dress Co.	10:30 A.M. & 2:00 P.M.	1400 Bway, LA. 4-7100
J L F Original, Inc.	10:30 A.M. & 2:30 P.M. (first week) Thereafter 10:30 A.M. only	1372 Bway, WI. 7-3200
Herbert Sondheim, Inc.	10:30 A.M. & 2:30 P.M.	530 7th, LA. 4-7540
Parnis-Livingston, Inc.	12:00 Noon	530 7th, BR. 9-5012
Elfreda-Fox, Inc.	1:00 P.M.	498 7th, CH. 4-2659
Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
Talmack, Inc.	1:00 P.M.	530 7th, BR. 9-1195
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
Harvey Berin, Ltd.	1:00 P.M. & 4:00 P.M.	530 7th, PE. 6-0206
Hansen Bang, Inc.	2:30 P.M.	498 7th, BR. 9-4020
Joseph Halpert, Inc.	4:00 P.M.	530 7th, WI. 7-7400
Ben Barrack, Inc.	Continuous daily	533 7th, LO. 4-3923
WEDNESDAY, NOV. 11		
David Levine Co.	10:30 A.M. & 2:30 P.M.	530 7th, LA. 4-0237
Grabois	1:15 P.M. & 4:00 P.M.	498 7th, CH. 4-2767
Larry L. Aldrich Co, Inc.	2:30 P.M.	530 7th, CH. 4-1872
Rudolf Gowns	4:00 P.M.	530 7th, WI. 7-6865
THURSDAY, NOV. 12		
Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M.	550 7th, LO. 4-5820
Horwitz & Duberman, Inc.	10:30 A.M. & 3:00 P.M.	498 7th, LO. 4-1860
Nat Kaplan, Inc.	1:15 P.M. Thereafter 10:30; 1:15; 4:00	498 7th, LO. 5-4115
Samuel Winston, Inc.	4:00 P.M.	530 7th, CH. 4-2617
Martin Simon, Inc.	Continuous daily	498 7th, LA. 4-2877

Contact: Leonard W. Gendler, Executive Secretary, FOGA, CH. 4-6945.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Nov. 10 10:30 A.M.	OPENING OF SPRING COLLECTION	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM
	Varden Petite will present their Spring collection at 10:30 A.M. and daily thereafter at 10:30 A.M. and 1:00 P.M. Contact: Elsie Brandt, PE. 6-5460.		
Tuesday Nov. ~~10~~ 9 11:00 A.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
	Press preview of Spring coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Daily trade showings of Frank Gallant collection, with Brigance group, beginning Wednesday, Nov. ~~11~~ 10 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7285.		
Postponed Nov. 10	DELMAN'S PRESS PREVIEW OF SHOE FASHIONS, ORIGINALLY SCHEDULED FOR TUESDAY, NOV. 10, HAS BEEN SET FOR THURSDAY, NOV. 12, AT 11:00 A.M. (See Page 6).		
Tuesday Nov. 10 11:00 A.M.; 2:30 P.M.	OPENING OF SPRING PETITE COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM-11TH FLOOR
	Opening of Leslie Fay's Spring collection, designed for the petite 5'5" and under figure. Contact: Helene Towers, BR. 9-7700.		
Tuesday Nov. 10 12:30 P.M. Luncheon	PREVIEW OF RESORT AND SPRING COLLECTION	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
	Maria Krum will present her complete collection of daytime, afternoon and evening clothes for Resort and Spring. (Luncheon will follow the show.) By invitation. Continuous showings daily. Publ.: Helen Galland, CI.7-3060.		
Tuesday Nov. 10 12:30 P.M. Luncheon	BRIGANCE OF SPORTSMAKER RESORT FASHION SHOW	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
	Altman's will present a luncheon showing of Resort and Spring fashions, designed by Brigance of Sportsmaker. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Altman's Publicity: Eleanor Horton, MU. 9-7000. Sportsmaker Contact: Julie Isles, LO.3-1534. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Nov. 10 1:15 P.M.	PREVIEW OF SPRING COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Oleg Cassini's Spring collection at a preview for the press. By invitation only. Publ.: Alfred Davidson Assoc., 15 E. 55th St., PL. 5-0868.		
Beginning Tuesday Nov. 10 2:00 P.M.	OPENING OF SPRING COLLECTION	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM-30TH FLOOR
	Dave Bellsey will present their Bellciano and Bellciette suit and coat collection. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.		
Beginning Tuesday Nov. 10 2:00 P.M.	OPENING: SPRING COAT AND SUIT COLLECTION	MOLLY DESIGN-- JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM
	Jack Sarnoff will present Molly Design coats and suits for Spring at 2:00 P.M. daily. Contact: PE. 6-7121.		
Tuesday Nov. 10 2:30 P.M.	PREVIEW OF SPRING COATS AND SUITS	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Arthur Jablow will show Spring coats and suits to the press and trade. By invitation. Showings daily thereafter at 10:30 A.M. and 2:00 P.M. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Nov. 10 2:30 P.M.	OPENING OF SPRING COLLECTION Jerry Parnis will show her Spring collection at 2:30 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Nov. 10 3:00 P.M. Tea	"WAITING-FOR-BABY" FASHION TEA Holiday and at-home maternity fashions will be modeled by "expectant" mothers. Frank Blair (NBC-TV "Today") glamour daddy of seven, will be special guest. Press invited. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Tuesday Nov. 10 3:00 P.M.- 6:00 P.M.	CHILDREN'S SPRING FASHION SHOW Over 100 manufacturers of children's apparel will participate in a "Stylethon" musical fashion show, sponsored by the National Children's Wear Manufacturers Association. By invitation only. From Sunday, Nov. 8-Nov. 12, there will be a forum, clinic and display at the Hotel Roosevelt, 7th and 8th floors. Contact: Ted Funt, PL. 1-3376.	NATIONAL CHILDREN'S WEAR MFRS. ASS'N, INC.	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday Nov. 10 4:00 P.M.- 7:00 P.M.	WROUGHT IRON FURNITURE PREVIEW Showing of a complete collection of wrought iron furniture, with bronze ormolu. By invitation only. Publ.: Maurice Murray, Jamian Adv., WO.2-6020.	THE BLACKAMOOR	17 EAST 64TH STREET SHOWROOM
Nov. 11	ARMISTICE DAY OF WORLD WAR I, 1918 (Wednesday). Banks & Post Office Closed.		
Beginning Wednesday Nov. 11 10:30 A.M.	OPENING OF SPRING COLLECTION Sylvan Rich will present the Martini--Diminutives--Leisure--Spring collections at 10:30 A.M. daily. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Wednesday Nov. 11 10:30 A.M.	OPENING OF SPRING COLLECTION Opening of David Levine's Spring collection, with showings at 10:30 A.M. and 2:30 P.M. daily. Contact: LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Nov. 11 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON "The Reason For Fashion"--Winter and Cruise fashions by Willi at luncheon, shown in conjunction with "Park Avenue Social Revue". Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Nemerov Publicity: Rasponi Assoc., TE. 8-8171. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	WILL NEMEROV, INC. (550 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 11 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW Fashions by Gothé will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, 20 W. 43rd St., CH. 4-7658. Bonwit Publ.: Vera Bacal, EL. 5-6800. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 11 4:00 P.M.	OPENING OF SPRING & CRUISE COLLECTION Harvey Berin will show his Cruise and Spring collection at 4:00 P.M. Wed., Nov. 11; thereafter 1:00 P.M. and 4:00 P.M. By invitation only. Contact: Lynne Lyons Blum, PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 12 11:00 A.M.	SHOE PREVIEW: RESORT HOLIDAY & CUSTOM-MADE	DELMAN	754 FIFTH AVENUE SALON
	Press showing of Delman's Resort, Holiday and custom-made shoe fashions. By invitation only. (Note Change of Date). Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Thursday Nov. 12 12:00 Noon Luncheon	PREVIEW OF PARIS HATS FOR SPRING	ASSOC. BUCKRAM SHAPE MFRS., INC.	HOTEL ASTOR ROOF
	Second annual Spring fashion showing by the Associated Buckram Shape Manufacturers, presenting original Paris millinery imports and duplicates in buckram. By invitation only. Publ.: Donna Cannon, 505 Fifth Ave.,MU.7-5447.		
Beginning Thursday Nov. 12 1:15 P.M.	OPENING OF SPRING COLLECTION	RICHARD J. COLE, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
	Richard J. Cole will show his Spring collection in his new showroom, at 1:15 P.M. daily. Publ.: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Beginning Thursday Nov. 12 2:30 P.M.	SHOWING OF BRANELL SPRING COLLECTION	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM-27TH FLOOR
	Showing of Branell's Spring collection at 2:30 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Beginning Thursday Nov. 12	OPENING: SPRING COAT & SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
	Opening of Spring coat and suit collection. By appointment only. Contact: JU. 2-2317.		
Beginning Thursday Nov. 12	OPENING OF SPRING BRIDAL COLLECTION	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Murray Hamburger will present the Spring bridal collection by their new designer Gaston Mallet, at continuous daily showings. Contact: Florence Hamburger, BR. 9-2680.		
Friday Nov. 13 10:30 A.M.	HUBERT DE GIVENCHY COCKTAIL FASHIONS	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
	Press preview of Hubert de Givenchy's first collection in America of cocktail and after-five fashions, designed by Rudolf Gowns. By invitation only. Givenchy Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Friday Nov. 13 11:45 A.M. Buffet	OPENING: COAT AND SUIT COLLECTION BY WILLI	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Willi's Spring coat and suit collection will be presented at 11:45 A.M. daily, followed by buffet. Contact: Miss Marie at Will Nemerov, LO.4-9595.		
Friday Nov. 13 3:00 P.M. Champagne	PREVIEW: "TRAMPEZE" & OLDMAINE TROTTERS"	PENOBSCOT SHOE CO.; OLD TOWN SHOE CO.	47 WEST 34TH STREET SHOWROOM-SUITE 418
	Advance showing of Spring shoe collection -- "Penobscot Trampeze" and Oldmaine Trotters". By invitation only. Contact: Myron B. Wolf at Penobscot, PE. 6-3927.		
Beginning Friday Nov. 13	SPRING COAT AND SUIT COLLECTION	PHILIP MANGONE CO.	500 SEVENTH AVENUE SHOWROOM
	Opening of Mangone's Spring coat and suit collection. By appointment. Contact: PE. 6-2204.		
Beginning Nov. 13	SPRING MARKET WEEK IN CHICAGO BY CHICAGO FASHION INDUSTRIES. Contact: Chicago Fashion Industries, 222 W. Adams St., Chicago, Ill.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 16 11:00 A.M.	PREVIEW: RESORT & EARLY SPRING COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Eleanora Garnett will present her Midseason collection of Resort and early Spring fashions to press and buyers. Trade showing Tues., Nov. 17 at 2:30 P.M. By invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.		
Monday Nov. 16 4:30 P.M. Cocktails	PRESS PREVIEW: SHOES DESIGNED BY PERUGIA	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
	Press showing of custom and ready-to-wear shoes, designed by Perugia. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Monday Nov. 16 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 69TH SEASON	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
	Grand opening of the 1953-54 Metropolitan Opera Season, commemorating the 70th anniversary of the opera house, with Pierre Monteux conducting Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.		
Monday Nov. 16 8:00 P.M. Dinner	ANNUAL "FAN BALL" FOR CANCER FUND	CHILDREN'S MEMORIAL CANCER FUND, INC.	HOTEL PLAZA BALLROOM
	The Royal Presentation Fan Case, which contains the royal autograph fan, will be exhibited at the Fourth Annual "Fan Ball". Fans will be used as costume accessories. Chairman: Mrs. Herbert Mundin, BU. 8-5613.		
Beginning Tuesday Nov. 17 10:30 A.M.	SPRING JUNIOR DRESS COLLECTION	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
	Mr. Mort will present his Spring collection of junior dresses at 10:30 A.M. and 2:30 P.M. daily. By invitation. Publicity: The Miles, LO. 4-5150.		
Beginning Tuesday Nov. 17 11:00 A.M. And 4:00 P.M.	OPENING OF SPRING COLLECTIONS	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS-19TH & 20TH
	Opening of Spring collection by Madeleine Fauth of Arkay Junior Frocks at 11:00 A.M., with showings daily thereafter at 11:00 A.M. and 3:00 P.M. Opening of Spring collection by Rappi of Junior Formals at 4:00 P.M., with showings daily thereafter at 11:00 A.M. and 4:00 P.M. Contact: William Durland, LO. 5-2626.		
Tuesday Nov. 17 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Subject: "Keep Your Eye on the Stars". Speaker: Nicholas Parker. Vice-President, Neiman-Marcus, Dallas. "Accessories Carnival"--report and commentary by Carolyn Saks, Assoc. Fashion Editor of "Charm". Co-Chmn: Mimi Aleinikoff and Matilda Taylor. Price: $5.00 for members; $5.25 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Tuesday Nov. 17 12:15 P.M.	HOLIDAY CLOTHES-- FASHION SHOW	SAKS 34TH STREET	4TH FLOOR SUIT DEPT.
	Saks 34th will present clothes for the holidays. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.		
Beginning Tuesday Nov. 17 2:00 P.M.	SPRING COLLECTION BY ANNE FOGARTY	MARGOT DRESSES, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Opening of Spring collection by Anne Fogarty of Margot Dresses at 2:00 P.M., with showings daily thereafter at 10:00 A.M. and 2:00 P.M. Contact: William Durland, LO. 5-2626.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Nov. 17 4:00 P.M.	PREVIEW OF SPRING COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
	Harmay will present their Spring collection to press and buyers. By reservation. Trade showings daily thereafter at 4:00 P.M. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		
Tuesday Nov. 17 4:00 P.M. Cocktails	TRAVEL FASHIONS BY DAVID CRYSTAL	FUGAZY TRAVEL BUREAU	554 MADISON AVENUE 2ND FLOOR
	Fugazy's "Fashions on Tour"--showing of David Crystal, Haymaker, and Lady Northcool travel fashions. Cocktails will follow show. By invitation. Publicity: James McGuinn, 55 W. 42nd St., WI. 7-7062.		
Tuesday Nov. 17 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CHILDREN'S SWIMWEAR COLLECTION	CATALINA, INC. (358 FIFTH AVENUE)	SHERRY NETHERLAND CARNAVAL ROOM
	Catalina will present their children's swimwear collection to the press, local and out-of-town buyers. Showing at 4:45 P.M. By invitation only. Publicity: Virginia Dickson, at Catalina, LA. 4-2380.		
Wednesday Nov. 18 9:00 A.M. Breakfast	PRESS PREVIEW OF HOSIERY FASHIONS	PHOENIX HOSIERY (350 FIFTH AVENUE)	HOTEL PIERRE BALLROOM FOYER
	"Legs for the Occasion"--preview of new colors and textures in hosiery. Showing at 9:30 A.M. By invitation only. Contact: Helen Sisson at Phoenix, PE. 6-6868.		
Wednesday Nov. 18 12:30 P.M. Luncheon	FASHIONS IN FABRICS BY STEHLI AT LUNCHEON	BEST & COMPANY	HOTEL PIERRE COTILLION ROOM
	"Beautiful Dreamers and the Clothes They Dream About"--Best & Company will present fashions by leading designers in Stehli fabrics, honoring the annual Christmas seal campaign of the N.Y. Tuberculosis & Health Ass'n. Press by invitation. Public by reservation; contact: "Beverly" TE. 8-8000. Stehli Publicity: Anita Pine, WI. 7-3000. Best Publicity: Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 18 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
	Showing of Arnold Constable's Holiday fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Nov. 18 2:30 P.M.	OPENING OF SPRING COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Pauline Trigere's Spring collection will be presented on Wed., Nov. 18 and Thurs., Nov. 19 at 2:30 P.M. Showing on Fri., Nov. 20 at 10:30 A.M. And Mon., Nov. 23, at 2:30 P.M. Contact: Cecille Gordon, LO. 3-1600.		
Wednesday Nov. 18 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING DRESS COLLECTION	CARLYE DRESS CORP. (1451 BROADWAY)	RITZ TOWER PARK AVE. & 57TH ST.
	Showing of the Carlye of St. Louis Spring, 1954 collection, presented by Mrs. Corinne Fuller Glaser at a private press preview. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Postponed Nov. 18	J. & J. SLATER'S PRESS PREVIEW OF SHOE FASHIONS, ORIGINALLY SCHEDULED FOR WED., NOV. 18 AT 5:00 P.M., HAS BEEN POSTPONED. (New Date Later).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 18 7:30 P.M. Reception	SIXTH ANNIVERSARY DINNER AND DANCE	SOCIETY OF NEW YORK DRESS DESIGNERS	WALDORF-ASTORIA STARLIGHT ROOF
	Presentation of First Annual Award for "Outstanding Support of American Design" to Dorothy Shaver, president of Lord & Taylor. Tickets: members, $15.00; non-members, $20.00. Contact: Betty Deitchman, 1457 Broadway, WI. 7-1679 or Arlene Willis, LA. 4-7950.		
Thursday Nov. 19 9:00 A.M. Breakfast	SPRING LINGERIE FOR WOMEN AND JUNIORS	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
	Showing of women's and junior lingerie for Spring and Summer 1954. By invitation only. Contact: Lois Gifford, B.B.D.& O., EL. 5-5800.		
Thursday Nov. 19 12:00 Noon Buffet Luncheon	PRESS PREVIEW OF SPRING COLLECTION	RAY-MAR, INC.	512 SEVENTH AVENUE SHOWROOM - 31ST FLOOR
	Press preview of Ruth Ramos' Spring collection of coats, suits and ensembles, for the new firm of Ray-Mar, Inc. Fashion showing at 12:00 Noon, followed by buffet. By invitation. (Daily trade showings, beginning Tues., Nov. 10 at 9:45 A.M., 11:45 A.M., and 3:45 P.M.) Publicity: Barkann & Platt, TR. 6-1354.		
Thursday Nov. 19 12:15 P.M. Luncheon	PRESS PREVIEW OF NEW "COLORHAIR"	THE NESTLE-LeMUR CO. (902 BROADWAY)	WALDORF-ASTORIA JANSEN SUITE
	Nestle-LeMur will introduce their new product "Colorhair" at a luncheon for the press. By invitation only. Publicity: E. Ruth Pepper at Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.		
Thursday Nov. 19 5:00 P.M. Cocktails	OPEN HOUSE -- COCKTAIL PARTY	GUSTAVO	59 WEST 56TH STREET SALON
	Gustavo's house-warming party, with informal modeling of a few Spring hats. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE.2-5562.		
Friday Nov. 20 9:30 A.M. Breakfast	FASHIONS IN LEATHER BY BONNIE CASHIN	PHILIP SILLS (38 WEST 37TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
	Press preview of Spring fashions in leather, designed by Bonnie Cashin for Philip Sills. By invitation only. Publ.: Donna Cannon, MU. 7-5447.		
Friday Nov. 20 11:00 A.M.	PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Press showing of early Spring ready-to-wear Sophie Originals, designed by Sophie and Stephen Erklin. By invitation. Contact: Grace de Mun, PL.3-4000.		
Nov. 21-Nov. 28	THIRD ANNUAL "GIVE HANDKERCHIEF WEEK" SPONSORED BY HANDKERCHIEF PROMOTIONS Publicity: Mary Marsh, 2 W. 46th Street, PL. 7-5809.		
Tuesday Nov. 24 8:00 P.M.	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
	Chairman: Dorothy Shaver, president of Lord & Taylor. Reservations $60.00 each; contact: Julia Raymond, TR. 9-5500, Ext. 380.		

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LAST MINUTE ANNOUNCEMENT--OUT OF DATE ORDER

*Tuesday *Nov. 10 *12:30 P.M. *Luncheon	PRESS LUNCHEON TO MEET DESIGNER	MME. ELSA SCHIAPARELLI	HAMPSHIRE HOUSE THE COTTAGE
	Luncheon for the press to meet Mme. Elsa Schiaparelli. By invitation only. Publicity: Saul Krieg Assoc., PL. 3-1543.		

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MOVIES...MUSIC...THEATRE...OPERA

Monday Nov. 9 — PREMIERE: "THE LIVING DESERT" (Movie) SUTTON THEATRE, 205 E. 57TH STREET
A Walt Disney production of his first feature-length true-life adventure in Technicolor taken on the Mojave Desert in Arizona. (Proceeds of the premiere will go to the Damon Runyon Memorial Fund for use at the N.Y.U.-Bellevue Medical Center.) Director: James Algar. Music: Paul Smith. Walt Disney Publicity: Charles Levy, JU. 6-3442.

Tuesday Nov. 10 — PREMIERE: "HOW TO MARRY A MILLIONAIRE" (Movie) LOEW'S STATE & GLOBE THEA.
20th Century-Fox Technicolor CinemaScope production about three girls in search of rich husbands with Marilyn Monroe, Betty Grable, Lauren Bacall co-starring David Wayne, Rory Calhoun, Cameron Mitchell. Producer: Nunnally Johnson. Director: Jean Negulesco. Costumes supervised by Charles Le Maire; designed by Travilla. Publicity: Ed Feldman, CO. 5-3320.

Wednesday Nov. 11 — OPENING: "SABRINA FAIR" NATIONAL THEATRE, 208 W.41ST ST.
The Playwright's Company will present Margaret Sullavan and Joseph Cotten in a new comedy by Samuel Taylor, about an American girl who has lived in Paris and her readjustment to American ways. Director: H.C. Potter. Settings: Donald Oenslager. Miss Sullavan's gowns: Bianca Stroock. Publicity: William Fields, CI. 5-7930.

Beginning Wednesday Nov. 11-Nov. 22 — OPENING: "CYRANO DE BERGERAC" CITY CENTER, 131 WEST 55TH STREET
The N.Y. City Center will present its 10th anniversary drama season starring Jose Ferrer in 4 famous roles beginning with Rostand's "Cyrano de Bergerac", co-starring Arlene Dahl. Sets: Richard Whorf. Costumes: Emeline Roche.
Nov. 25-Dec. 6: "The Shrike", co-starring Judith Evelyn. Sets: Howard Bay.
Dec. 9-Dec. 20: "Richard III", co-starring Vincent Price. Dir: M. Webster.
Dec. 23-Jan. 3: "Charley's Aunt", production designed by Raoul Pene du Bois.
Prices: $1.20-$3.60. Publicity: Reginald Denenholz, JU. 6-2828.

Wednesday Nov. 11 — PREMIERE: "STRANGER ON THE PROWL" (Movie) WORLD THEATRE, 153 WEST 49TH ST.
United Artists release of a melodrama, starring Paul Muni with Joan Lorring. Producer:Noel Calef. Dir: Andrea Forzano. Publ.: Tess Michael, CI. 5-6000.

Thursday Nov. 12 — OPENING: "ESCAPADE" 48TH STREET THEATRE, 158 WEST 48TH ST.
Alfred de Liagre, Jr. and Roger L. Stevens, with Henry Sherek, present a comedy by Roger MacDougall with Roger Livesey and Ursula Jeans. Sets and Costumes: Donald Oenslager. Director: Alfred de Liagre. Publicity: Ben Washer, MU. 4-4200.

Tuesday Nov. 17 — PREMIERE: "DECAMERON NIGHTS" (Movie) FINE ARTS THEATRE, 128 E. 58TH STREET
R.K.O. Radio Pictures Technicolor production of 3 stories starring Joan Fontaine and Louis Jourdan. RKO Publ.: Frank Petraglia, JU. 6-5050.

Thursday Dec. 3 — OPENING: "KISMET" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Charles Lederer will present Edwin Lester's production of a musical Arabian Nights, with story by Mr. Lederer and Luther Davis, and music and lyrics by Robert Wright and George Forrest. Starring Alfred Drake with Doretta Morrow and Joan Diener. Dances: Jack Cole. Settings & costumes: Lemuel Ayers. Lighting: Peggy Clark. Publ.: Barry Hyams, CO. 5-4784.

Wednesday Dec. 16 — OPENING: "THE PRESCOTT PROPOSALS" BROADHURST THEATRE, 233 WEST 44TH ST.
Leland Hayward will present Katherine Cornell in a political comedy by Howard Lindsay and Russel Crouse. Cast includes: Felix Aylmer, Lorne Greene, Ben Astar, Roger Dann, Bartlett Robinson. Dir: Howard Lindsay. Costumes: Mainbocher. Publ.: Leo Freedman, CH. 4-7250.